

more people in 1990 without utilizing a single acre of vacant land. In order to do this, existing commercial land would have to be replanned with higher densities, more parking and greater variety and diversification. To accomplish this would require several innovations such as joint county-city management of commercial land in an urban renewal type program, cooperation of land and business owners, and a willingness on the part of the public to accept limitations on the number of service stations, grocery stores, and similar services in relation to the population. This is, of course, an idealistic situation and which, in all probability, would not occur.

It is mentioned here only to suggest that Jackson County needs to manage existing commercial land better. Moreover, the county should zone to protect and expand these existing commercial areas which are included in the Land Development Plan. Additional commercial land has been projected on the Land Development Plan and should be adequate beyond the 20 year planning period. Extreme care should be taken before utilizing other land for commercial use, since such use generally restricts adjacent land from higher uses.

What kind of commercial land is needed?

Besides providing for shopping facilities for permanent residents of the county, Jackson County merchants have two other distinct groups of customers: (1) Tourist and Seasonal Residents (2) Students at Western Carolina University.

In order to best serve the students at Western Carolina University, the Land Development Plan suggests that the existing commercial area along N. C. 107 adjacent to both sides of the Tuckasee River be expanded and developed more intensely. In conjunction, it is suggested that the small commercial area on the University Campus be phased out. This area is a traffic problem, is full of mixed land uses, and is a detriment to the beauty of the college campus. The best use of the area would be for expansion of University facilities.